

## FINAL NOTICE

Contest closes May 15th

7,777 Prizes



First Prize \$1,000

What is the 7th Point?

From Maine to California, from Texas to Hudson Bay, millions of people have been asking "What is the 7th Point in Sterling Gum?"

In practically every town, city and village in the United States and Canada, the published six points of superiority have brought Sterling Gum fast-growing popularity.

But the seventh point still remains a riddle.

Point ⑦ What?

Now, we are offering liberal prizes to those who send us the best suggestions for the Sterling Gum Point 7.

Before you make your suggestion for the 7th Point, read the following:

## The Following Story Unfolds the Secret of the Famous Point 7

To most people chewing gum is a mystery. They may know that different chewing gums are made from different ingredients. But that is about all. Here are facts which we believe you will be glad to know about Sterling Gum:

Your Sterling Gum is made from the following materials:

The basis is the pure sap of the tropical Sapota Tree—a natural gum.

This natural Sapota Tree sap is boiled, sweetened and flavored. The sweetening is simply pure cane sugar and pure corn syrup.

The flavoring is of two kinds—Peppermint (in red

wrappers), Cinnamon (in blue wrappers).

There are some twenty varieties of the mint plant. The Sterling Peppermint is a product of the choicest, smoothest-flavored of these many mint varieties.

The spicy Cinnamon flavor is extracted from the Cassia bush which grows in the tropics.

The sap of the Sapota Tree, the cane sugar, the corn syrup, the Peppermint and Cinnamon flavors all come from the sap of some plant or tree. Nature herself supplies these delicious materials from which your Sterling Gum is made.

## Requirements for Winning Phrase

When you read the above facts on the materials that Sterling Gum is made of, you will know all that it is necessary for you to know in entering this contest.

The first prize will go to the one whose suggestion, based on the above story, most impressively presents the natural purity of Sterling Gum—in the opinion of the judges.

Remember that your suggestion must be in six words or less.

The next best suggestion will win the second prize—and so on down.

It is understood that the Sterling Gum Company will have the right to use the 7th Point winners sent in by the prize winners.

The contest is easy to enter. Just think out your way of expressing the 7th Point. Then write it out in six words or less and send it in as directed in the conditions printed below. Even if you don't win the first prize of \$1,000, you stand a chance to win one of the 7,777 smaller prizes.



PEPPERMINT IN RED WRAPPER

CINNAMON IN BLUE WRAPPER

First Prize \$1,000

Second Prize \$500

Third Prize . . . \$250.00

7 Prizes—each . . . \$25.00

70 Prizes—each . . . \$2.50

700 Prizes—each . . . Box of 20

five-cent packages of Sterling Gum.

7000 Prizes—each . . . Box of 10

five-cent packages of Sterling Gum.

## Conditions of the Contest

Sterling Gum Company employees cannot enter this contest.

If two answers are entitled to the same prize, the full amount of the prize will be paid to each.

All answers must come in on a postal card. On the back of the postal card write nothing but your 7th Point suggestion (six words or less) and your name and address.

The postal card must be mailed in an envelope if you choose.

Mail answers to

Sterling Prize Judges

Room 319, 405 Lexington Ave.

New York City

You may send in as many suggestions for Point 7 as you choose. But each suggestion must be written on a postal card as directed above.

## Contest Closes

All answers must be received in New York by midnight of May 15, 1916.

Answers will not be examined by the judges until after that date.

The judges, therefore, cannot mail acknowledgments of the suggestions received.

Now put on your thinking cap. Get your family to help you. Send in as many suggestions as you want to. All will be considered in awarding the contest prizes. Do not write the Sterling Gum Company regarding the contest or its conditions as all suggestions will be judged by the Prize Committee named above.

The Sterling Gum Co., Inc., New York

The Sterling Gum Co. of Canada, Ltd., Toronto

## Judges

The prizes will be awarded by the following committee of five well-known men:

John A. Schleicher, Editor of Leslie's Weekly.

Edgar Sisson, Editor of the Cosmopolitan Magazine.

John M. Siddall, Editor of The American Magazine.

Frederick L. Collins, Editor of McClure's Magazine.

Robert H. Davis, Editor of Munsey's Magazine.

## Announcement of Awards

The winners of the first 80 prizes will be announced in the July first issue of the Saturday Evening Post.

Please do not write to the judges. They cannot correspond with individual contestants. Just make a note now of the date on which the prize winners will be announced in the Saturday Evening Post.

## EASTER MUSIC AT CATHOLIC CHURCH TO BE ELABORATE

Program for Tomorrow at Immaculate Conception One of the Best Ever Heard in History of Albuquerque.

The Easter musical program to be given at the Immaculate Conception church tomorrow is one of the most elaborate ever undertaken by any church in the history of Albuquerque. Both the solos and the choral numbers will be surpassingly beautiful, and a treat is in store for those who admire the best in sacred music. The program is as follows:

Prelude, "Tranquillo" (Schumann)—Orchestra and organ.

"Vida Aquam," soprano solo and chorus (Wiegand)—Miss Eulalia Vrisarri.

"Kyrie," soprano solo and chorus (Haydn)—Miss Elizabeth Jaster.

"Gloria," soprano solo with vocal accompaniment (Gounod)—Mrs. Anna Tessler.

"Qui Tollis," duet for tenor and bass—Mr. J. Rodden and Mr. M. Palladino.

"Quoniam"—Full Chorus.

"Credo" (Gounod)—Full Chorus.

"Et Incarnatus Est," trio and chorus—Mrs. T. J. Shinnick, Mr. J. Rodden, Mr. M. Palladino.

"Et Exspecto"—Double Quartet.

Offertory, "Alma Virgo," soprano solo and choir (Hummel)—Miss Elizabeth Jaster.

"Sanctus" (Haydn)—Full Choir.

"Benedictus," soprano, alto, solo and quartet (Haydn)—Miss Jane Walsh, Miss Sadie Morelli.

"Agnus Dei," soprano and tenor solos (Gloria)—Miss Jane Walsh and Mr. J. Rodden.

"Miserere," contralto solo—Mrs. C. C. Davis.

"Donna Nobis," quartet—Miss Jane Walsh, Mrs. C. C. Davis, Mr. J. Rodden and Mr. L. Hesseldein.

Benediction.

"O Salutaris," soprano solo (Percher)—Mrs. T. J. Shinnick.

"Tantum Ergo," soprano solos and chorus (Rossi)—Mrs. Anna Tessler and Miss Jane Walsh.

Postlude, "Angels' Serenade" (Braga)—Orchestra and organ.

Members of Choir.

Soprano: Mrs. T. J. Shinnick, Mrs. E. Letarte, Mrs. Anna Tessler, Miss Jane Walsh, Miss Elizabeth Jaster.

Alto: Mrs. C. C. Davis, Miss Sadie Morelli, Miss Mary Stevens.

Tenor: Mr. J. Rodden, Mr. Alfred Mallette, Mr. R. McCaffery.

Bass: Mr. Louis Hesseldein, Mr. J. E. Swilum, Mr. M. Palladino.

Violin: Prof. N. Di Mauro.

Clarinet: Mr. John Morelli.

Trombone: Mr. E. Porterfield.

Organist: Mrs. M. Palladino.

Directress: Mrs. T. J. Shinnick.

## MUCH INTEREST SHOWN IN COMING DEBATE

A lively interest is being exhibited in the approaching debate between the teams of the University of New Mexico and the University of Southern California, which will take place in the high school auditorium next Tuesday evening.

The subject of the debate will be: "Resolved, that the federal trade commission should be empowered to control monopolies and trusts as the interstate commerce commission controls railroad rates." The affirmative of the question will be upheld by the University of New Mexico team, composed of Carl D. Brorein and Pryor B. Timmons. The University of Southern California team, which will take the negative, is composed of Harold C. Morton and Gregory M. Grentz.

The Californians are making the trip to Albuquerque specially for this debate, and are not stopping off en route to some other point. Harold C. Morton, one of the debaters on that team, is president of the student body of the institution which he represents, and his colleague, Mr. Grentz, is also a law student and president of the senior class of that department of the college. Both are members of the Tau Kappa national debating fraternity.

## MAUNDY THURSDAY IS OBSERVED BY MASONS

The ceremonies attending the observance of Maundy Thursday by the Scottish Rite club at the Masonic temple were unusually impressive and were attended by a large gathering of local Masons.

The ritualistic work was preceded by a business meeting of the club at which A. A. Keen and Peter Cameron were re-elected, respectively, president and secretary-treasurer, and Sidney J. Abraham was vice president for the coming year. The banquet given in connection with the occasion was one of the most successful in the annals of local Masonry. Supreme Court Justice Richard H. Hanna, of Santa Fe, one of the highest Masons in New Mexico, and deputy for the supreme council of Scottish Rite Masons, was the principal speaker. Others who responded to obligatory toasts were Senator Isaac Barth, Dr. S. C. Clark, Sidney J. Abraham, A. B. McMillen, M. E. Hickey, Peter Cameron and W. H. Walton.

The ceremony of extinguishing the symbolic candles was performed with great solemnity and beauty. The lighting of the candles will take place in the temple tomorrow morning at 9 o'clock.

## RECEPTION COMMITTEE MEETING CALLED TODAY

Chairman Frank A. Hubbell, of the committee appointed by the republican county convention to arrange for the reception of the delegates to the state convention which is to meet here Tuesday, has called a meeting of the committee for this afternoon at 4 o'clock in the parlors of the Commercial club. Important business is to be transacted and a full attendance is specially desired.

Besides Chairman Hubbell the other members of the committee are Judge John Baron Burg, Sheriff Jesus Romero, Clark M. Carr, Alfred Grunfeld, Felix Baca, M. L. Stern, O. A. Matson, Verie Haggard, Charles White, Roy McDonald and Sal Wellier.

## WOODEN CARS BEING RAPIDLY REPLACED BY ALL-STEEL KIND

Of 1,994 passenger train cars under construction for the railroads of the United States on January 1, 1916, 1,676, or 84.1 per cent, were all-steel, sixteen, or 0.8 per cent, were of steel underframe construction and only three, or 0.2 per cent, were of wood, according to a compilation just made by the special committee on relations of railway operation to legislation, showing the progress being made in the replacement of wooden cars with steel, and published in this week's issue of the Railway Age Gazette.

Of the passenger train cars acquired in 1915, 1,256, or 73.7 per cent, were all-steel, 349, or 20.1 per cent, were steel underframe and only 906, or 6.2 per cent, were wood, while of the 6,128 passenger train cars in service on December 31, 1915, 4,236 were all-steel, 6,060 were steel underframe and 41,382 were wood.

The rapidity with which wooden cars are being replaced by steel is indicated by a table in the committee's bulletin showing that of the cars acquired in each of the last seven years the proportion of all-steel cars has increased from 26 per cent in 1909 to 73.7 per cent in 1915, while the percentage of wooden cars acquired has decreased from 51.4 in 1909 to 6.2 in 1915.

The number of wooden cars in service on January 1 was 41,382, indicating the retirement from service of 6,744 wooden cars in three years. To replace the 51,382 wooden cars with steel, the committee estimates, would cost \$528,787,100, which would involve an annual interest charge, at 5 per cent, of \$26,439,355.

The number of all-steel cars in service has increased from 429 in 1909 to 14,584 on January 1, an increase of 2,171 per cent.

## MUSICAL SERVICE FOR PRESBYTERIAN CHURCH EASTER SUNDAY NIGHT

A special musical service will be held at the First Presbyterian church Easter Sunday night. The Rev. Hugh Cooper, the pastor, will give a short address and the rest of the program will consist of Easter anthems and solos.

John Faulkenburg will assist the choir. He will sing Granier's Hosanna. Mrs. Bradford, director of the choir, will sing "The Holy City" by Adams, with a chorus of children's voices. Miss Lorna Lester and Miss Grace Stortz will play a violin duet, accompanied by Miss Louise Lowber. The choir will sing these Easter anthems: "They Have Taken Away My Lord," by Stainer, by Mrs. Bradford and John Faulkenburg; "Awake Thou That Sleepest," by Reed, solo by Miss Beatrice Seisor; "Beyond the Starry Skies," by F. O. Marvin.

## DEPORTATION AWAITS CHINESE PRISONER, IN STATE PENITENTIARY

Jew Let, alias John Doe, a Chinaman, will be taken from the New Mexico penitentiary at Santa Fe Sunday by Immigration Inspector V. F. Parth, who will take him to El Paso. Doe will be a member of a party to be taken to San Francisco for deportation. Doe was convicted in the United States district court in Arizona of impersonating Jew Let by using his papers. Doe has refused to reveal his true name. Hence he is still known as Doe.

## FIFTEEN DELEGATES FROM VALENCIA WILL COME TO CONVENTION

Valencia county will have fifteen delegates at the republican state convention here April 25. They are: Ed. Oteto, H. P. Owen, J. M. Luna, Emiliano Castello, Eugene Kempenleh, Bernardino Sedillo, Jesus C. Sanchez, Rupperto Jaramillo, Adolf Dedier, Saturnino Baca, Diego Aragon, Zacarias Padilla, Silvestre Mirabal, Abelario Pena, Valentin de Armond.

## MAY LECTURE HERE ON VOCATIONAL EVIDENCE

Dr. John T. Miller, of Los Angeles, formerly of the agricultural college near Las Cruces, and was well received. He is warmly endorsed by a number of prominent educators and public men and is in possession of many highly complimentary press notices.

Dr. Miller lectured a few days ago at the agricultural college near Las Cruces, and was well received. He is warmly endorsed by a number of prominent educators and public men and is in possession of many highly complimentary press notices.

## BOYS' AND GIRLS' CLUBS MEET TODAY

The boys' and girls' industrial clubs of Albuquerque and Bernalillo county will meet in the high school auditorium at 2 o'clock today for the purpose of discussing plans for the successful completion of various farming and industrial projects started by club members this spring. Every boy and girl interested in club work is asked to attend. Full instructions will be given regarding projects now under way and detailed explanations given regarding club work and its value to the members. Parents are also invited to attend.

## TOO LATE TO CLASSIFY.

FOR RENT—Two-room furnished house with sleeping porch, water paid, \$11. 1204 South Edith.

WANTED—Several large setting hens. Phone 1420.

\$5.00 TO \$7.50 A DAY FOR men and women, crew managers and demonstrators; best \$3.00 article ever sold; wanted in every home; 3 minute demonstration makes a sale, an independence and steady income with chance of advancement to workers. See Mr. Kingman, Saturday or Sunday, room 7, Pains hotel, city. Phone 374.

LOST—Burlington gold watch, initials "J. D. S." on back; reward. Return 222 West Iron.

FASHIONABLE dressmaking—Your home or mine; no patterns; satisfaction guaranteed. Madam Le Wood (recently from Los Angeles), room 2 Crystal hotel, 222 1/2 South Second street. Phone 871.

## EVIDENCE FOR SMITH TO BE BEGUN TODAY

Alamogordo, N. M., April 21.—The state continued to introduce evidence today in the trial of T. R. H. Smith, tending to prove the allegations in the indictment charging him with criminal offenses in connection with the failure of the First State bank of Las Cruces. The bulk of the evidence introduced was corroborative of that which had already been offered. The documents which have been introduced as exhibits now number 129. The prosecution had practically finished its case tonight, and it is expected that the introduction of evidence for the defendant will begin tomorrow.

## MINERS WHO DISPOSED OF BRASS NUGGETS ARE HELD TO GRAND JURY

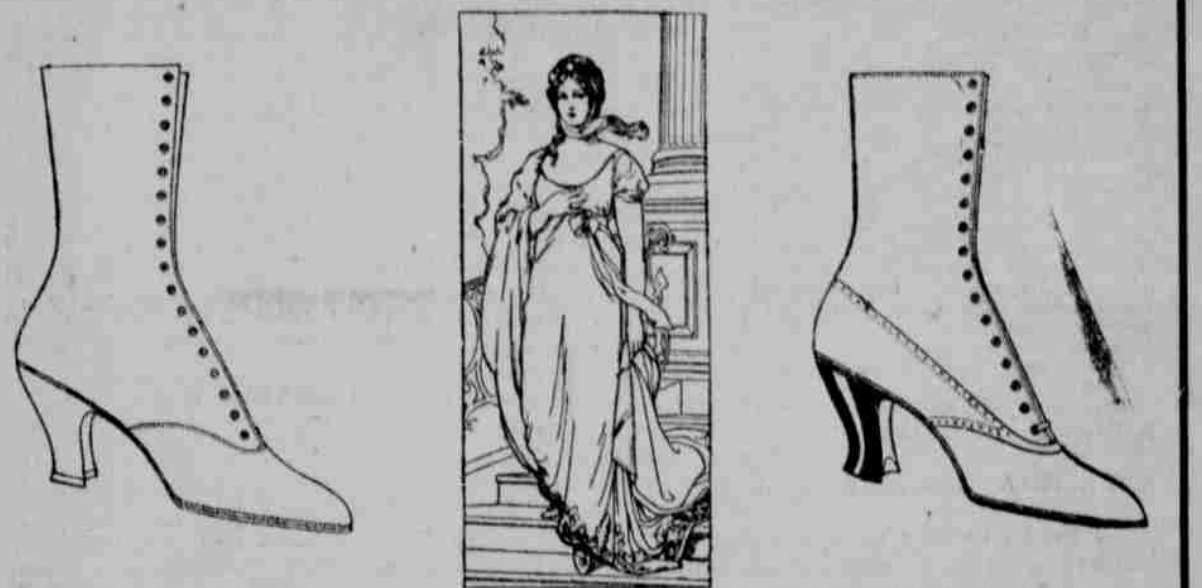
That Seferino Crockett, grocer, was not the only victim of the brass nugget game was learned yesterday when Homer Ward, grocer, reported to the police that he also had accepted two nuggets. The man who gave him the name as George Clark visited his store, said Mr. Ward. Clark was arrested in company with Pete Unger, who had sold Mr. Crockett two nuggets for groceries and money.

Mr. Ward gave \$5 in money and \$2 in groceries for two, while Mr. Crockett gave \$3 in cash and \$1.60 worth of groceries for two. The men told the grocers they were miners.

Mr. Ward identified one of the nuggets found in possession of one of the men as one Clark had shown him. Before Justice W. W. McChellan yesterday afternoon Unger said he had not played any value on the nuggets he said Mr. Crockett. The grocer said Mr. Crockett took it at his own price, he asserted. The justice bound them over to await the action of the grand jury under \$500 bond. They were taken to the county jail.

## DEATHS AND FUNERALS.

Funeral of S. C. Sipe. The funeral of S. C. Sipe, who died yesterday afternoon, will be held at his home at Esbon, Kan. The body was shipped last night on Santa Fe train No. 3 by Blackmore. His brother, A. L. Sipe, who came here several days ago, accompanied the body.

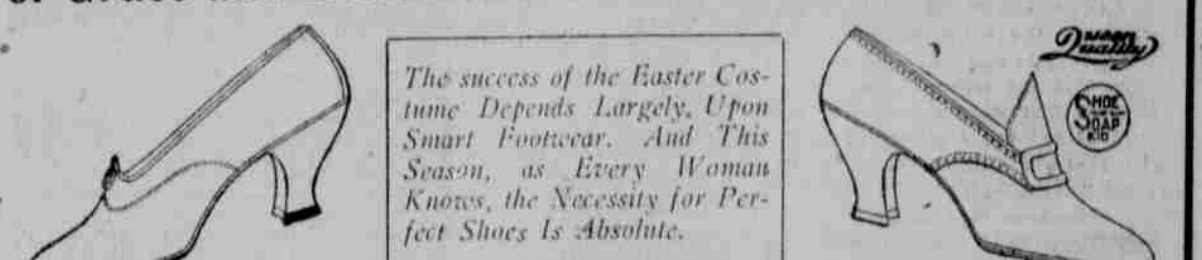


## Queen Quality Shoes Are Better



"QUALITY CORNER" is READY with a Wonderful Showing of

## New Easter Footwear of Grace and Distinction for the Woman of Fashion



That is the reason we have given more than usual attention to the stocks in Quality Corner this spring. Selecting your Easter shoes here means not only complete satisfaction in style, but equal satisfaction in price. The new styles are presented in a varied assortment of Boots, Pumps, Slippers and Oxfords. The showing is one that will be appreciated by every woman who values grace and distinction—good taste in her footwear, combined with the utmost in quality. Especially will the moderate pricing of these perfect boots and oxfords appeal to the woman who knows good shoes.

WHITE KID LACE BOOTS—These stylish 8 1/4-inch Lace Boots are in great demand for present wear. Heels are covered to match. Priced at, a pair . . . \$8.50

IVORY KID PUMPS—White kid lined; made on the newest patterns. Priced at, a pair . . . \$5.00

WHITE KID PUMPS—There is nothing newer to be had this season. We have a big variety. Priced at, a pair . . . \$5.00

WHITE SPORT SHOES—8-inch lace; made of fine Newbuck, with white leather soles. Priced at, a pair . . . \$6.00

White Kid Boots, Fancy Colored Pumps, Newest Oxfords. Priced from . . . \$3.25 to \$9.00

All Lasts from Double AA to Double EE

PRICES IN QUALITY SHOE CORNER ARE LOWER THAN ELSEWHERE WHEN QUALITY AND STYLE ARE CONSIDERED. NO SHOES SENT ON APPROVAL.

Golden Rule Dry Goods Co.

Home of Queen Quality and Other Perfect Shoes for Women.

"WE DO WHAT WE ADVERTISE"

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